

The Merchant Trader



Promoting Business in Valencia County

FREE

MARKETING SAMPLE

VOLUME 1 NUMBER 1

BOB'S



Office Supplies

**"EVERYTHING FOR TOMORROW'S
OFFICE NEEDS TODAY"**

**"Over 25 Years Service"
FREE DELIVERY**

- Data Processing Supplies
- Business Forms & Records
- Drafting Supplies • Flags
- Engraved Signs • Rubber Stamps
- We like to Solve Problems
- Do research
- Make-up Special Orders

**MAJOR BRANDS OF OFFICE FURNITURE
INCLUDING BUDGET & USED FURNITURE
FURNITURE RENTING & LEASING**

943-1333

1ST STREET

*Mention the Merchant Trader
&
Recieve our Price Cutter Special*

LARGE INVENTORY OF GENERAL OFFICE SUPPLIES



**"QUALITY IS A LOOK —
— NOT A PRICE"**

The Merchant Trader®

"Growing One Business at a Time"

This is a monthly advertising publication designed to help businesses meet the needs of consumers. We especially hope it will be of benefit to the small homebased business.

It is distributed **FREE** at your local businesses. Subscriptions are also available for information call The Merchant Trader.

Published by
H&L Enterprises
(505) 296-5805

Editor
Pat Hostetter-Lopez

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Jack Miller

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Nancy Miller

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The publisher reserves the right to edit, revise, or reject any advertising copy submitted for publication. Publisher's liability for errors in ads will in no case be greater than the cost of the space in which the error occurs.

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For Advertising
Information Call
864-0813
Home Office/Fax



The Merchant Trader
P.O. Box 542
Tome, New Mexico
87060-0542

MARKETING SAMPLE

Promoting Business in Valencia County

THE ULTIMATE IN-TOWN
PET GROOMING SALON

BO'S
PET SHOP

— NO TRANQUILIZERS USED —

ALL BREEDS
DOGS & CATS

Complete Professional Grooming

392-6070

BATHING
CLIPPING
NAILS CLIPPED

FLEA & TICK
DIPPING

60 N. FEDER



DRAPERIES
INTERIORS BY

the Golden Needle INC.

"ONE STOP SHOPPING"
DRAPERIES • UPHOLSTERY • CARPET • TILE

✓ FABRICS ✓ SLIPCOVERS ✓ WOVEN WOODS
✓ WINDOW SHADES ✓ VALANCES ✓ CORNICES
✓ BEDSPREADS ✓ VERTICAL ✓ LAMBREQUINS
✓ THROW PILLOWS ✓ WALLCOVERING ✓ FLOORING

946-8880

RE-UPHOLSTERY
CUSTOM MADE FURNITURE
FURNITURE RESTYLED, REBUILT,
RESTORED & REPAIRED



OWEN STEEL

SPECIAL IN SHEARING
FORMING, AND COMPLETE
FABRICATION OF ALL METALS

The
Merchant
Trader

Mention And Receive
10% OFF

EQUIPMENT
AND
CAPACITIES

1/2" x 10' HYDRAULIC SHEAR
300 TON 12' PRESS BRAKE
90 TON IRON WORKER
20"x20" MARVEL VERTICAL SAW
MULTI-HEAD CUTTING TORCH
PLASMA CUT 1" STAINLESS

643-5081

790 N POWERLINE

696-6215



WE DELIVER

Little nagreb
2 for 1

998 Waising

New Albertsons

Buy any Dinner and get 2nd One FREE. Dine-in only.
(equal or lesser value)

Valid only with coupon. Not valid with other coupons

The Merchant Trader 1996 Ad Price List

P.O. Pox 542 Tome, NM 87060-0542

(505) 864-0813

Home Office/Fax

The Merchant Trader is a monthly publication designed to give Valencia County Merchants an affordable approach to help promote their business and give patrons FREE access to their goods and services. We welcome and encourage all businesses including home-based businesses.

**CALL TO RESERVE
YOUR
AD SPACE TODAY**

**Check out
Marketing
Sample
for ADS**

AD Specifications

AD Prices

Business Card	(2 x 3 1/2)	\$ 25
1/4 Page	(3 1/2 x 4 1/2).	\$ 40
1/3 Page (Coupon).	(3 1/3 x 7 1/2).. . . .	\$ 50
1/2 Page.	(5 x 6 1/2).	\$ 75
Full Page.	(7 1/2 x 10).	\$125

Following Ads are 2 Color

Front and Back Cover Ads will be printed in 2 colors. We provide a Screened Color Background with your ad printed in black ink.

1/4 Back Cover	(3 1/2 x 4 1/2).	\$ 75
1/2 Back Cover.	(5 x 6 1/2).	\$ 100
Full Back Cover.	(7 1/2 x 10).	\$150
Front Page Full.	(6 x 7 1/2).	\$175
1/2 Front Cover.	(3 1/2 x 6).	\$ 100

DEADLINES

The Merchant Trader is printed on or by the 1st of the month, therefore, the deadline for each issue is the 15th. Ads received after the 15th will be published in the following issue. All ads must be paid in full before they are published.

DISTRIBUTION

The Merchant Trader appreciates businesses that distribute our **FREE** publication to patrons. Call us to become a distributor and we will mention your business as a sponsor and give you a 10% discount off the cost of your ad.

AD INCLUDES

Typesetting, Layout, Printing and Distribution are all included in the price.

**Please Note:*

Front and Back Cover Ads will be printed in 2 colors. We provide a Screened Color Background with your ad printed in black ink.

**ALL ADS MUST BE PAID IN FULL
PRIOR TO
PUBLICATION. THANK YOU!**

The Mgmt & Staff at The Merchant Trader

The Merchant Trader

P.O. Box 542 Tome, NM 87060-0542

(505) 864-0813

Home Office/Fax

The Marketing

Publication

Serving

Valencia County

"Growing One Business at a Time"

Here's a Unique Opportunity

for businesses to band together to get the most out of their advertising dollar!

Co-Operative Advertising and Marketing wrapped up in a neat package and distributed **FREE** throughout Valencia County!

The Merchant Trader is **FREE**, and with **Your Low Cost, Money Saving Coupons** Patrons will be sure to look for it.

DON'T LET THIS
GET PAST THE NOSE
ON YOUR FACE!



What can you get for free anymore?

JUST READ ON...

FREE DRAWING for ADVERTISING

Coupon or Business Card sized ad will be published **FREE** for the winner in the next issue of **The Merchant Trader** following the drawing. There is no obligation to purchase anything to win. Sales tax is the sole responsibility of the winner. Prize valued at \$25-\$40.00.

Just fill out the coupon below to register your business for our **FREE DRAWING**.

Registration for Free Drawing

Please Print

Company _____

Address _____

City _____

Phone _____

Name _____

☐

Please send me **FREE**
Advertising Information

Clip and Mail to: **The Merchant Trader**
P.O. Box 542, Tome, NM 87060-0542

SUPPORT

Valencia County
BUSINESSES

OSTON'S

art supplies & crafts

941-0119

THE AREA'S LARGEST
ART & CRAFT STORE!

15% OFF



YOUR PURCHASE
OF ART & CRAFT SUPPLIES

EXCLUDING SALE ITEMS
ONE COUPON PER CUSTOMER

• EXPIRES DEC. 31, 1996
On The Square Mall



- PIZZAS
- SUBS
- SALADS
- DELI SANDWICHES
- PITA SANDWICHES

FREE HOME DELIVERY

limited area. \$5 minimum. orders must be placed
15 mins. prior to closing.

MON-THURS 11-10, FRI & SAT 11-11, SUN 4-10

286-7037

2 LARGE PIZZAS

(cheese only)

\$9.95

Valid only with coupon. One coupon per pizza. Not valid with
other coupon. Coupon expires 2-4-87.

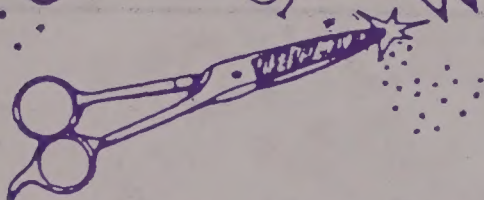
2 SMALL PIZZAS

(cheese only)

\$6.95

Valid only with coupon. Not valid with other coupons. Coupon
expires 2/4/87.

Scissor-Wizards.



895-1039

REDKEN

Full Service
For Men
And
Women

Open Mon. - Sat. 9-5
Tues., Wed., Thurs. 9-8

\$10 OFF

Any Perm Over

\$45.00

Valid only with coupon. Not valid with other coupons. Coupon
expires 2/4/87.

\$10 OFF

On Full Set of Nail Tips

Reg. \$40

Valid only with coupon. Not valid with other coupons. Coupon
expires 2/4/87.

\$5. OFF

On Shampoo Cut
& Blow Dry

Women Only Reg. \$15

Valid only with coupon. Not valid with other coupons. Coupon
expires 2/4/87.



AUTO INSURANCE

Welcomes All Drivers - All Ages

Liability - Comprehensive - Collision - Cancelled - DWI - SR-22

BUYING A CAR?

WE CALL THE BANK, CREDIT UNION, ETC.
SMALL DOWN PAYMENT - LOW MONTHLY PAYMENTS

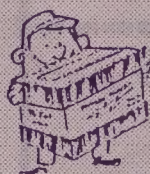
Cart Insurance Agency

420-2871

820 W HILLS



Patronize these Businesses in Valencia County



EMPIRE BATTERY CORP.

(BATTERIES & ACCESSORIES)

WHOLESALE & RETAIL

COMMERCIAL & INDUSTRIAL

L-CELL, EMERGENCY LIGHTING, ETC.
KENDALL PRODUCTS
MOTORCYCLE BATTERIES & ACCESS.
COMPLETE SNOWMOBILE LINES
RECREATIONAL VEHICLES

734-7345



920 WEST COLUMBUS AVE.
(Between Union & Broad Sts.)

KEYSTONE AUTOMOTIVE

SPRINGFIELD



**EXPERT
BRAKE
SERVICE**



FOREIGN • DOMESTIC • 4 X 4's
• Disks & Drums • Complete Auto Repair

WOLFSBURG AUTO HOUSE

Factory Trained In
Wolfsburg Germany
20 Years Mechanical
Experience

375-0103
AFTER HOUR EMERGENCY
383-8300

5930 FAIRVIEW AV



Ernie's Hair Shop

3711 4th Street NW
• Perms •

FAMILY SERVICE
Quality Doesn't Cost It Pays

345-9576

The Merchant Trader

Promoting Business in Valencia County

FREE

Saluting the 1996 Valencia County Fair!

SEPTEMBER 1, 1996

VIDEO CORRAL



**OVER 5000
MOVIE TITLES
TO CHOOSE
FROM**

**Audio Book
\$3⁰⁰
for 7 day Rental**

**Saturday Movie Rentals
DUE BACK Monday by 6 PM**

**CLOSED
SUNDAY
Starting
Sept. 1st**

**NEW
HOURS
M-Sat
10 am - 9 pm**

**5
MOVIES
\$4⁰⁰
WITH
COUPON** **FOR
5
DAYS**

DOES NOT INCLUDE NEW RELEASES

**REG.
\$5⁰⁰**

*Tom & Carole
Bigley*

864-8960

100 Rio Communities Blvd. BELEN

The Original STROMBOLI'S



**NOW OFFERING
BUCKET OF SPAGHETTI
w/ Meatballs**



FEEDS FOUR

- Includes
- Garlic Bread Sticks,
 - 8 Meat Balls or
 - 8 Italian Sausages

ADDITIONAL BUCKETS

- Fettucini Alfredo
- Baked Ziti
- Does not include meatballs

We Do CATERING for all Occasions!

Take Out Orders Welcome

861-3415

731 North Main Street Belen, NM

Mon - Sat	Sun
10:30 - 9:00	11:00 - 7:00

Offer Expires Sept. 30, 1996

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Patronize these Businesses in Valencia County



861-0292

203 N. Main St.
Belen, New Mexico

FOR ALL YOUR COMPUTER NEEDS...

EVERGREEN SYSTEMS

IBM & Compatible Computers

- Customized Systems
- Used Trade-Ins
- New & Used Printers
- Specialized Training
- CD ROM/ Multi-Media
- Reasonable Repairs
- **FREE** Lifetime Service with System Purchase

FREE Instruction & Installation

BOSQUE EQUIPMENT RENTAL



NOW HAS A 2nd LOCATION TO SERVE YOU!

On Hwy. 47 - 2 blks South of Baca Pontiac - Rio Communities
Our 1st Location at 1400 Bosque Farms Blvd. - B.F. 869-2303



- AUTOMOTIVE
- CONCRETE TOOLS
- LAWN & GARDEN
- BUILDING TOOLS
- CONTRACTOR'S EQUIP.
- FLOOR & CARPETS
- COMPACTION EQUIP.
- LARGE AIR COMPRESSORS
- PLUMBING & SEWER



IF YOU DON'T SEE IT... ASK!

864-2888



LE BON'S
CRAFT & SUPPLY



Gifts For All Occasions
Laces • Ribbon
Beads • Flowers
Wedding Accessories

Bonnie and
Paulette Montoya

864-3073

113 S. Main • BELEN

**10%
OFF**
W/ COUPON

ALSO

EVERY
TUESDAY
Over 50's
Receive
10% Off



GRANDMA'S
Ceramics & Gifts

Supplies • Wholesaler • Retailer
Greenware • Bisque • Firing

- Order your Christmas Gifts today for that Special Person.
- Our Classes are filling fast sign up today for days or evenings.

10% DISCOUNT

with this coupon not valid with any other offer

630 N. Main • BELEN
New Location NE Corner of Aragon & Main

Sam & Rebecca
864-6723

VIDEO CORRAL

by I. B. Leave
Staff Writer

Tom and Carole Bigley purchased Video Corral back when it was in Del Rio Plaza. They stayed in that location almost a year before they moved to the Rio Communities location where it is now. "That one move sky rocketed our business," says Tom, "we really like it here in the Communities."

Tom and Carole met 20 years ago, in August, at an Albuquerque hotel where Tom was the Controller. Carole was hired on to manage the dining room. "She bewitched me," says Tom, who has 30 years experience in sales and marketing. They will be celebrating their 20th Wedding Anniversary this coming Halloween. Tom was born and raised in beautiful Pennsylvania, while Carole, a Southwest native, grew up in Oklahoma and Texas. They've been living in this community for the last eight years.

Carole is a Video Software Dealer Member and Tom is on the Board of Directors. Carole loves and grows hundreds of tropical plants. She also has a collection of Warner Brother figurines which are on display in their store.

What are their future plans? "We are running out of room quick and maybe looking for a larger location soon," said Tom.

Video Corral is the only Video Store in Rio Communities and they offer over 5000 titles to choose from. In addition to that, they were the first store in this area to offer Audio Books for rent, which are quickly becoming a national phenomenon. Video Corral currently has over 200 audio books and their library grows weekly. Aside from rentals, they also sell movies starting as little as five dollars. None are priced over thirty dollars. Also available for sale is video equipment such as rewinders, head cleaners and blank tapes, with prices more reasonable than your local discount store. They have popcorn, candy and snacks available for your convenience and free dum dum lollies for kids of all ages.



Stop in and see Tom and Carole, wish them a Happy 20th Anniversary and don't forget to use the coupon on the cover page of The Merchant Trader.

A STROLL UP MAIN STREET

by Francesco Lopriato
Staff Writer

Old Timers will recall the vacant gas station that stood at 731 North Main, here in Belen.

Jim Lelii, a restaurateur from Philadelphia saw a great potential in both the property and the city of Belen. He leased the land and remodeled the building while his wife Mary added the interior decorations. He cleaned up the lot and today we know it as STROMBOLI'S, "New Mexico's Taste of the Mediterranean in the Desert of the Southwest."

Jim is not a stranger to the business world. He learned his trade from his father, Richardo, who has always owned his own Restaurant or Deli. Jim's twin brother also owns a restaurant in Philadelphia.

Like most Italian families, the Leliis, utilize the family in their business. With five children, it's not unusual to see a preschooler clearing tables, sweeping or cleaning shelves, while the older children learn pre-cooking and the teenagers learn the tricks of the trade memorizing family recipes generations old.

If you wonder what the word "STROMBOLI" means: it's really a volcano on an island off the Italian Boot. Its roar is legendary, and generations of Italians have referred to Boasters, Braggarts, Trumpeters, Advertising, etc. as a "STROMBOLI."

Jim's STROMBOLI, is pizza bread stuffed with your favorite toppings. Its horseshoe shape makes it unique.



Jim

Louie

Kat

Lee

A variety of sandwiches, *hot or cold*, and Traditional Italian Dinners welcome you, as do years of culinary experience at your disposal by the Lelii family. It's difficult to think of Belen without STROMBOLI'S now that it has become such a familiar landmark.

The Lelii family motto is "*Good Service - Good Food and Reasonable Prices.*"

Jim knows that word-of-mouth advertising is the best and depends on customer satisfaction for the restaurants success. "*Good Food speaks for itself,*" he says and we sure do agree. . . . *Buon Appetito!* See you at STROMBOLI's.

THE HISTORY OF

VALENCIA COUNTY FAIR



by Francesco Lopriato
The Merchant Trader Staff Writer

At first people could do no more than get to-gether for an after harvest social. Local sources of entertainment were utilized to entertain neighbors and their families as a way of thanking them for their help with harvesting crops. In fact records show, grade and high school students were offered a \$30 cash prize for amateur night at the 1948 County Fair. Big money in those days, considering admission was 15 cents for adults, 10 cents for children.

By and large, the Valencia County Fair grew by farmers and businessmen exhibiting elsewhere to promote sales or to brag about crops back home.

Because the Rio Abajo was such a fertile plain, businessmen began to ship crops for exhibition to other states to advertise that Valencia County was as capable of growing food as good as any other county in the Southwest, giving the Rio Abajo its reputation as an excellent agricultural virgin land.

John Becker, the famous merchant, sent wheat to St. Louis and various locations. In those days, the Board of Immigration actively exhibited in Santa Fe to show visitors to the New State that there was wealth to be farmed in the untainted soil.

Remember, the original New Mexico was sliced up to form the States of Colorado, Utah, part of Nevada and the entire state of Arizona, so that the entire expanse of Valencia County reached far beyond what we now know. With Belen as "The Hub City" for the transcontinental railroad, the biggest problem, the shipping of these crops was at near solution. All we needed was enough crops and livestock to make shipping profitable.

A Chamber of Commerce was started in 1924 and they backed the formation of the first Valencia County Fair Association. The first Fair was held at the Belen High School and its adjoining grounds. The first Extension Agents in Valencia County were thought of as members of the Fair Board. Their mission: "To do the best better!"

"Agents established clubs that dealt with every aspect of farming and ranching, honing skills and developing leadership," says Aubrey Notman, a long time Agent. They basically taught how to butcher, preserve, sew, manage and lead. Gatherings at private homes worked much like 4-H works today.

In 1937, the government drained Bosque Farms, a swamp at the time. Many families fleeing the Dust Bowl, were relocated from Union and Harding counties and parts of Oklahoma. The Agents took these people under their wing and helped them learn how to grow crops and raise livestock they could sell to help pay back loans they had to take out to buy the land.

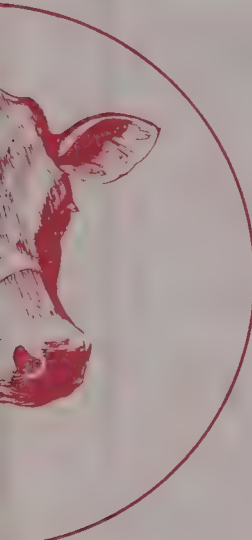
The depression and WWII interrupted plans to establish the Fair on a yearly basis, but the dream of bringing people together to learn, to improve, to grow the best products, raise the healthiest animals, and improve the community as a whole remained very much alive.

In 1946 WWII war surplus buildings (barracks) were donated by the City of Belen to house exhibits. The rodeo began in 1948. The Junior livestock auction started in 1953, which was and still is a big event for the kids.

Valencia County Fair Board Member, Billy Meyers says, "Most of the buildings on the fairgrounds are a recent improvement." Up until 7-8 years ago, when you said Fairgrounds, it really meant grounds! All the improvements are a result of the efforts of Valencia County residents although the Fair is not owned by Valencia County. It was incorporated in the 1920's, and has one of the best participation records in the state. Approximately 900



YOU
HON
ON
FAR



children participate and compete in over 200 projects. They've come a long way from the times when early fairs were held in privately owned pastures and were one day events, boasting no parade.

The previous Fair President, Delmar Goodson, and his family have participated in more fairs than most people have attended. When we say participated, we mean not only exhibiting, but cleaning up trash, hauling water, grating the grounds and whatever else needed to be done. Dedicated? He was only President for 15 years! His wife, Dora, has fond memories of her own. Now a very, young 82 years old and still a member of the fiddlers, she remembers when horses were tethered to posts because there were no buildings to house the animals. Although she has won hundreds of ribbons from the fair, her favorite one is from the 56 lb watermelon she grew one year. It was so heavy she had to get help to lift it into a wheelbarrow to get it to the fair. It won first place! We've learned, like Dora, each participant, from smallest exhibitor to largest donator deserves an article of their own.

Current Fair Board President, Ed Chavez says, "I've seen kids who start showing at nine and show every year after, then later return as adults and become volunteers, and that is very gratifying." Ed also says he's seen entries double in the past fourteen years.

The Fair Board raises money to host the Fair and make improvements by receiving a percentage of livestock sales and by its annual Radio Auction. Community minded merchants and individuals donate merchandise, services or whatever else they can imagine. Then the items are sold to the highest bidder over the radio. Like the homemade lemon meringue pies donated by Lorraine Silva that have brought in as much as \$50 to \$80 for one pie! And we can't forget to mention Emily Maes' various pies. Both ladies are becoming a legend in the community.

N'T BEAT
OOKIN'



Ron Tabet, of KARS Radio, volunteers his time every year to host the Radio Auction. He remembers the used rototiller donated by Dr. Brubaker, that brought in \$1000, twice its declared value!

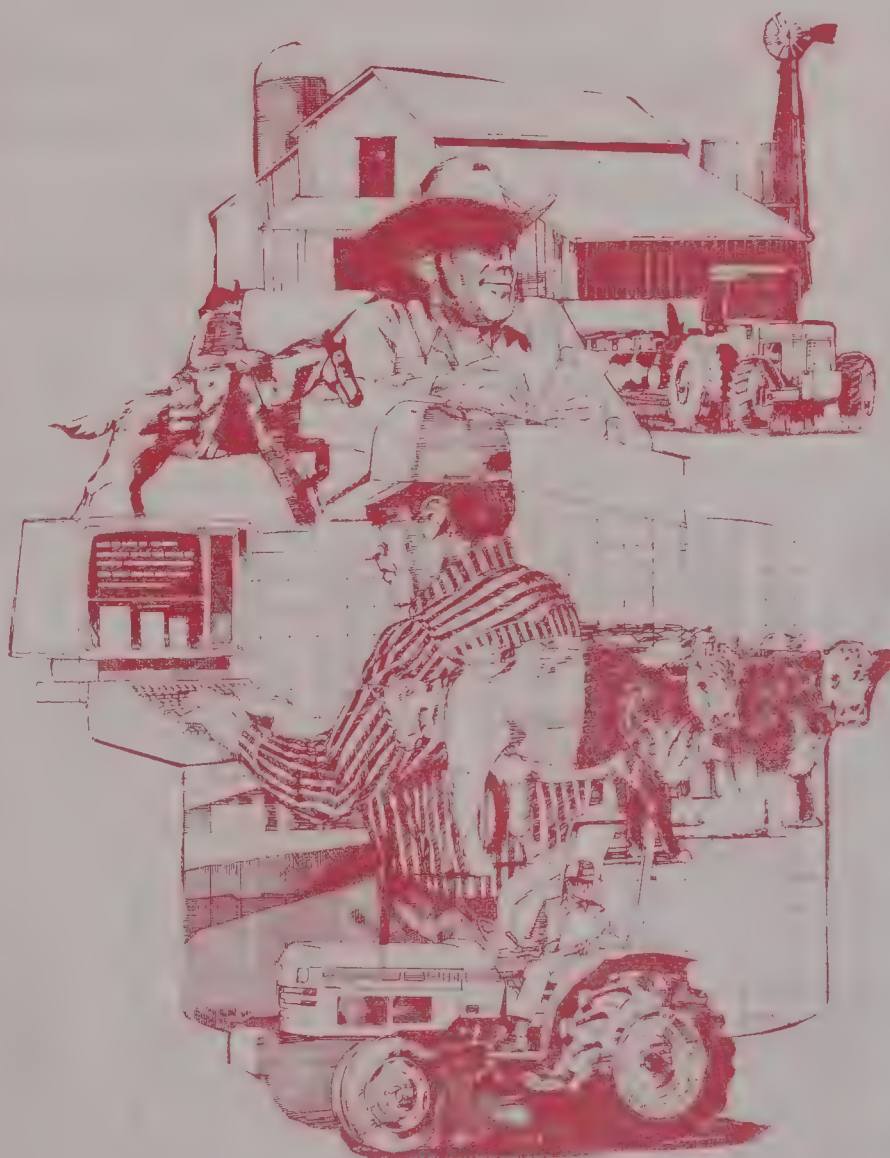
. . . Or Salo Garcia's gallon of red chili with albondigos, that sold for between \$100-\$130. People donate and purchase these items out of civic pride.

That is what America has lost, its sense of community and Valencia County has a wealth of it!

Ron would like to encourage all of you to get involved. To find out how you can help, call

Valencia County Fair
Board Member,

Karen Jarrett at 865-4584.



COME
TO THE

FAIR



We Specialize in Fat FREE
and Sugar FREE Desserts
Low Cholesterol/Low Fat Foods

Delicious Homemade Pies & Desserts
MADE FROM SCRATCH.

HOURS: Tue-Fri 11am - 8 pm
Sat & Sun 8 am - 7 pm
CLOSED MONDAYS

864-7788

301 Rio Communities Blvd. • BELEN

**BREAKFAST
SERVED**

8 AM - 11 AM

Sat & Sun
ONLY



**10%
OFF**

ANY DINNER
W/ COUPON

Denny Martin

5 BAR FIVE TRADING CO.

Buy • Sell • Trade

Horse - Stock - Utility Trailers
Tractors & Farm Equipment
Pickups, Cars, Recreational Vehicles & Boats

"Consignments Welcome"

505 - 866-1001

19761 Hwy 314 • Belen, NM 87002
(Just South of Old Mill)

LAWN MOWING • WEED CUTTING

QUALITY SERVICE • REASONABLE RATES



**G & S SERVICES
861-0175**

ALL YOUR PARTY NEEDS

PARTYWORLD

*Let Us Help You
Plan Your Party!*

- Balloon Bouquets
- Candy Bouquets
- Personalized Balloons
- Streamer String
- Confetti
- Party Favors
- Gifts
- Banners
- Center Pieces
- Table Decor
- Silk Flower Arrangements

- WEDDINGS
- BRIDAL SHOWERS
- BABY SHOWERS
- BIRTHDAYS
- ANNIVERSARIES
- FIESTAS
- HALLOWEEN
- SURPRISE PARTIES

*Special Orders
On Request*

**DELIVERY
AVAILABLE**

M/C • VISA • Am Ex • Discovery

Mon-Sat - 9-5

861-3170

117 S. Main St. • BELEN

10% OFF
Birthday Party Supplies
Aug 21 thru Sept 11
ONLY!
w/ coupon

**TRAILS END FRAMING
& GALLERY**



- Custom Framing
- Limited Edition Prints

Tues -Fri 10 to 5 & Sat 10 to 2
Closed Sun & Mon

213 So. Main St. • Belen • F&E Plaza
864-6722



The Merchant Trader is available at the following distributors

*Patronize
Our
Sponsors*

Le Bon's Crafts • South Main

Tin Roof • River Road

Belen Public Library • Becker Street

Adam's Market • Main Street

IGA • Reinken Street

PartyWorld • South Main Street

Patty's Corner • Rio Communities Blvd.

CC's Cobwebs & Crafts • River Road

Grandma's Ceramics • North Main

Nina's Fashions • Hwy 85 North

Bosque Equipment Rental • Hwy 47

Evergreen Systems • North Main Street

SUPPORT *Valencia County* BUSINESSES!

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864-0813

**CALL TO RESERVE YOUR
AD SPACE TODAY**

PRICE OF AD INCLUDES

Typesetting, Layout, Printing and Distribution. Location of Ad layout reserved for the editors discretion.

***Please Note:**

Front and Back Cover Ads will be printed in 2 colors. We provide a Screened Color Background with your ad printed in second color.

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AD Sizes

AD Prices

Bar Ad.	(1 x 3 1/2)	\$ 15
Business Card Ad	(2 x 3 1/2)	\$ 25
Mini Coupon.	(2 1/8 x 5 1/8)	\$ 30
Large Bar Ad	(1 1/2 x 7 1/4)	\$ 42
1/4 Page	(3 1/2 x 4 1/2)	\$ 40
1/3 Page (Coupon).	(3 1/3 x 7 1/4)	\$ 50
1/2 Page (Inside).	(5 x 6 1/2)	\$ 75
Full Page (Inside)	(7 1/4 x 10)	\$125

FOLLOWING ADS ARE 2 Color FOR THE COVER

We provide a Screened Color Background with your ad printed in a second color.

1/4 Back Cover	(3 1/2 x 4 1/2)	\$ 75
1/2 Back Cover.	(5 x 7 1/4)	\$ 100
Full Back Cover.	(7 1/4 x 8 1/8)	\$150
Front Page Full *.	(6 x 7 1/4)	\$175
1/2 Front Cover *.	(3 1/2 x 6)	\$ 100

* Includes article about business



Cost Cutter Copier!

COPIERS & FAX SALES • SERVICE & SUPPLIES

*Servicing Valencia County
and Surrounding Areas!*

OPEN
MON - SAT
8 AM - 5 PM



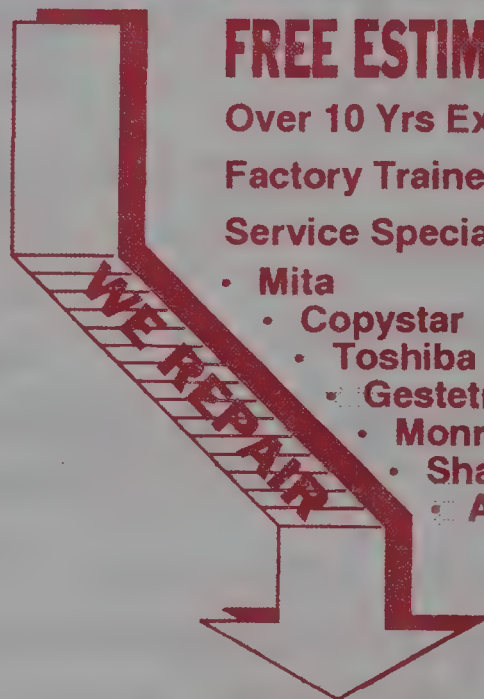
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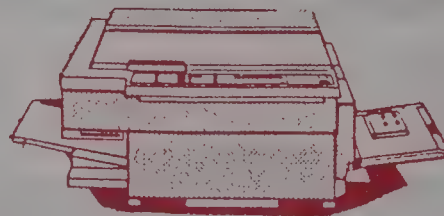
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Lynch utilizes unique solutions sensitively designed for you, the client. His collection of designs reflect the planning of an accomplished, competent, client-aware professional and the work of a master design. Each design is an expression of ideas, from historical solar oriented pueblos, like nearby Acoma and Isleta, that embrace the ancient rivers, dunes, hillsides or mountains in a modern atmosphere. Beautiful designs for all levels of projects. Services beyond design include masterplanning, budget planning, studies, quality control, energy conservation planning, conducting environmental analysis and construction administration. All good for improving the returns on your investment.

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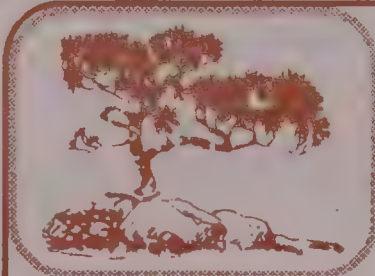


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Keith Hamilton





Designed by James Patrick Lynch, Architect this residence located at 611 Campana Old Town, Belen. The cottonwoods help create a design statement integrating the design with its surroundings. Southeast facing glass creates a modern form.



AMBERCARE HOME HEALTH

the footsoldiers of health careSM

by Francesco Lopriato, TMT Staff Writer

After many years of partnership with an International Investment Banking firm with offices in Denver, Geneva and London. Mike Merrell returned to his hometown of Carlsbad to care for his mother who was ill. That's where he met Mary, his mother's nurse. With Mike's business savvy and Mary's 10 years nursing experience, and tons of love between them, the perfect business and marriage partnership emerged.

In May 1994, they started Ambercare, which was no more than a two person operation, then located in one of the downstairs suites. They hired Valencia County people to take care of local residents. Most were driving to Albuquerque to work at the hospitals. In a little more than two years, they have proved to the community they are a valuable resource or as one customer stated, "One which is helping our beloved seniors."

They now own the F & E Building and occupy almost the entire top floor. Ambercare has over 100 people on staff with offices in Albuquerque, Socorro and T or C. They are now moving into Santa Fe.

What caused such tremendous growth? "We give the best home care service there is available," says Mike. Home visits are conducted by Medical Social Workers, Physical Therapists, Occupational Therapists, Speech and Language Pathologists, RN's, Licensed Practical Nurses and Home Health Aides, who provide personal care.

Their first year in business consisted of 5000 home visits. The second year grew to 22,000. If they continue at the rate they are going, it could well top 60,000 home visits by years end.

Mary, who is Ambercare's Headquarters Administrator, believes their staff provides excellent personalized care and service and that is the main factor that makes Ambercare stand out from among the rest.

If you have questions please call Rebecca Cordova, Operations Manager or Patti Pena, Director of Nursing at the Belen office. Phone 861-0060.

SACHS -F & E PLAZA

by Francesco Lopriato, TMT Staff Writer



New Mexico Territory at the turn of the century was a magnet that attracted the most adventurous Europeans seeking the American Dream.

If you know your history, you'll already know that Italians trace their roots to New York's Ellis Island, but there were German, French, Greek, Irish and countless other Europeans who came to take part in this significant period of our illustrious history.

Only the bravest of these ventured into the badlands of New Mexico and one of these immigrants was John Becker, who in 10 years established a general store in Belen. Two years before New Mexico became a state he was sending for young men to come to the new world to become merchant apprentices.

Two of these apprentices, in their late teens, arrived in the early summer of 1910. They were destined to become legends in a new state, in a new country. They had a closeness that only two friends in a strange land can understand. William and Paul became significant influences in each other's lives and in the lives of their adopted community.

Paul Feil was recruited by John Becker to leave his home of Buxtehude, Germany. He arrived May 10, 1910 and by 1914 repaid his \$100 steamboat passage and saved enough to move to Jarales and open his own general store along the same lines as Becker's. During his employment at Becker's he became acquainted with William Ellermeyer in June 1910. Paul took William in as a partner and in 1918 they bought out Fred Scholle, who had a similar business one block south of John Becker's.

It wasn't long before William fell in love with and married Paul's sister, Luise. That was 1920, and in 1921 Paul returned to Germany for a visit and looked up William's brother, Herman, who lived in Berlin. When he met Herman's wife's sister, Erna, it was love at first sight. They were married within six weeks and sailed to America.

The two families grew together as one and their well established business drew its trade from the wide territory then surrounding Belen. In 1929, the partners realized their dream by building their own store in its present location. Despite the Great Depression, despite droughts, wars, and all adversities, the store remained opened.

Herb Ellermeyer assumed ownership of F & E in 1951, after an automobile accident claimed the lives of his father, William, and his uncle Paul, and Aunt Erna at the Intersection of Isleta Boulevard and Highway 47. Herb's mother, Luise, was injured in the accident as were occupants of the other car.

SACHS - F & E PLAZA

CONTINUED

Upon the death of the founders, Herbert Ellermeyer, William's youngest son and Paul's son-in-law, Gunnar Dahquist, took over management and operations of the Feil and Ellermeyer store until 1956, when Herb bought out Gunnar.

In 1961, Herb supervised a major remodeling project to modernize the structure and add 3000 square feet to the ground floor. They also added 5 office units adjacent to the main building, then called, The Main Shopping Mart.

Herb eventually went into business with his wife, Claire, and their children Bill and Lynn. Herb and Claire faced their own challenges. Like the flash flood that wiped out just about everything and left the basement, which stored their inventory, filled to the top. Herb stayed up all night pumping water out so it wouldn't rise to the ground floor of the store. They made the best of it and held a stoned-washed jean sale decades before stone-washed was invented. After 66 years of faithful service to the community, Herb closed the store so he could retire.

The store was vacant for sometime until City Manager, Joe Maestas, purchased it. He refurbished it and made it look like it does today. "Joe helped save downtown. We could have become another depleted city growing only on the outskirts," says Rudy Sachs.

Rudy purchased the F & E building and the shopping mall in 1994. He says it has been a really enjoyable venture. "Downtown has a demand for small businesses and we are like a family here." When he purchased the building there was a forty percent occupancy now there is a 100% occupancy and a waiting list to get in.

Rudy sold the F & E building to one of his former tenants, Mike Merrell, of Ambercare, in December 1995. Rudy still owns the shopping plaza. That's when it became incorporated as SACHS F & E PLAZA.



Much of the F & E building stands as a reminder of a bygone era. An ancient, 1928 model, freight elevator dominates the scene, from its location in the center of the warehouse floor, its two story shaft rising upward, to where the offices of Ambercare are housed. But before we ascend, the hypnotic spell of the elevator, standing there, like an old soldier, honoring a proud and colorful past, arrests our attention. *An elevator into yesterday?* Upstairs, is mostly occupied by Ambercare, who's story is covered in more detail in a separate section of this paper. However, be sure not to miss the collection of museum quality black and white photographs depicting the building's extensive history when you visit the second floor.

Tucked in one corner of the upper floor, Professional Mortgage and Investment Corporation captures your interest with its walls, covered with bridle bits, spurs, and equipment that holds a special meaning to all who identify with Valencia County. While a newcomer may think of it as "quaint" and "Rustic", to an old timer, its an echo from the past, and a million memories. Jody and Elmer Rigoni, own this shop and one in Albuquerque. Talking to Elmer you sense the cowboy, rancher, country gentleman, and businessman behind the fatherly face, so concerned and so ready to help.

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Downstairs again, we avoid the captivating lure of the elevator and concentrate on the closest shop, the Del Rio Bridal Shoppe. Who, in Belen, has not made a special trip to see what the owner, Trinnie Vega as chosen for her latest, oft changed, window display? A step inside will shower you with elegance and taste, beginning with the antique bureau displaying ancient photos of wedding dresses of days gone by, to its unique blend of southwestern wearing apparel. Drop in we promise you an adventure.

Next door is Vegas Real Estate Enterprises Owner Julian Vega deals mostly in land transactions.

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Interim Employment Agency is celebrating their 50th Anniversary this year. They employ workers for places like Avonite. A service that was sorely needed in Belen. Kathleen Allen is the Client Service Representative, she's an expert at matching workers with employers.

Owners, Grant & Dorothy Crawford have been residents of Los Lunas for 15 years. Aside from being Hot Air Balloonists they also own and operate Primesource Satellite Systems, Inc. at F & E and have an additional office in Gallup.

Beckoning you from a little corner on the bottom floor is Something Special - Balloons & Gifts, owned by Catherine Torrez. They have unusual gifts, one of which are their balloons filled with roses, teddy bears, or whatever else you can imagine. They really are Something Special to see!

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221 So. Main • Belen • F&E Plaza

When you enter the main building you can't help notice the aroma of good food in the air. If you make your way into Ranchers Pride Restaurant the first thing you'll notice is the huge buffet waiting to greet you with open arms, and owners, John and Karen Berger are willing to go the extra mile to please their customers.

Across from the restaurant is a business called Armijo & Associates. I'm sure everyone in town needs no introduction to Pasqual Armijo or his associates, being one of the oldest businesses in F & E. Stop in and see him or his personable, office manager, Edwina, for all your insurance needs.

They say a man's work tells more about him than a resume' and that is certainly true when you see the work of Architect James Lynch. The designs he has on display in his office reflect a craftsman and his love for outdoors and open spaces.

Communications are quickly becoming a fixable problem with computers, FAX and cellular phones and GTE Mobilnet is paving the wave of the future in the communication industry. If you're considering a cellular lifestyle stop in and see Lisa Barreras. She is more than willing to help you.

Now step out into the sunshine and you'll find seven sister shops adjacent the F & E Building, called Sachs Plaza.

Our first stop, Trails End Gallery, is a newcomer to the plaza. Prepare yourself for a breathless moment this is one of the most inviting shops! In addition to framing, Larry has limited edition prints, Plains Indian pottery and much more. He's very courteous and will talk you through things that are near and dear to us New Mexicans, yet some come from far away. I grant you will want to return to his shop again and again.

A familiar sight in the plaza is Rose Twinette's Beauty & Tanning Salon. They been there a long time offering the best in hair care. Their reputation speaks louder than any we can write.

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864-3332

209 So. Main St. • Belen • F&E Plaza

- F & E PLAZA

JED

E-Z Rent-to-Own is our next stop. Owner, Rudy Sachs and his staff are very friendly and helpful. They carry almost any kind of furniture you may need. Look for their ad in the center spread of The Merchant Trader. They also own and operate Sachs Appliance Center at the same location.

Andy Sanchez's roots extend back to Spain. His ancestors brought the knowledge and craftsmanship with them. That knowledge has been passed on from father to son. For custom furniture, bancos, doors, cabinets or any other one a kind pieces. You can't find better quality.

Legal Tender & Merchantile Pawn, Inc. has three stores. One in Albuquerque, one in Socorro and the Belen location which is managed by Anthony Sanchez. They specialize in new and used fire arms, car stereos, jewelry and much more.

Another newcomer to the plaza is Sun Loans offering small short-term loans. They have a friendly, courteous staff, ready to serve you. Deanne Gonzales is their new manager.

The Merchant Trader encourages all to visit this delightful historical Plaza for a taste of the past, present and future.

Lisa Barreras
Retail Associate



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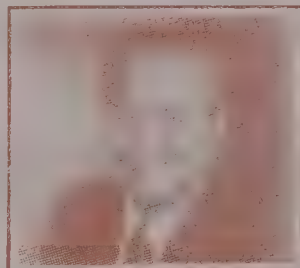
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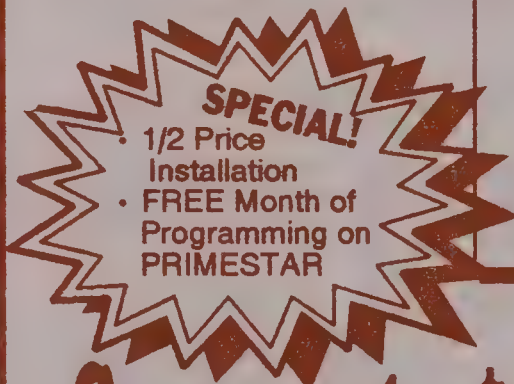


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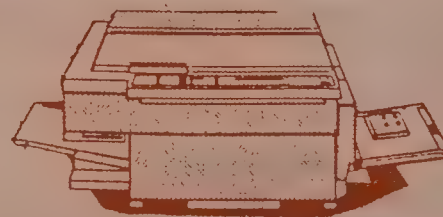
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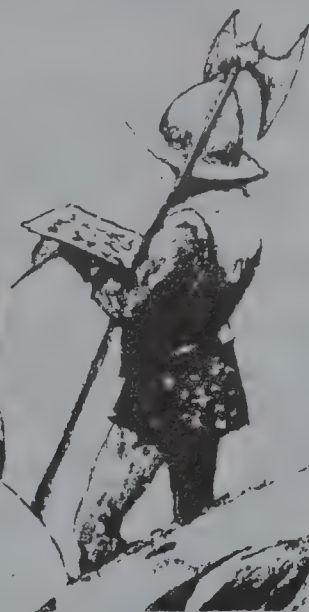
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Promoting Business in Valencia County



FREE ★ **Saluting Belen's Law Enforcement** ★ **NOVEMBER 1996**



A TRADITION IS BORN

by Francesco Lopriato
Staff Writer

A Formal Event will launch the very first Policeman's Ball to be held in Valencia County.

The affair will take place at Tierra del Sol Country Club, on Saturday, December 7, 1996 at 8:00 P.M.

The price of admission is \$10.00 and a TOY, to be donated to Belen's own TOYS from COPS to TOTS Program.

The event will include "Presentation of Awards" to distinguished officers, Hors d'oeuvres and live entertainment.

Tickets are available at local merchants and Belen Police Department. Seating is limited due to fire restrictions, however, provisions are now being made to credit everyone who participates.

Call early to reserve your tickets. Those unable to attend will be listed with the participants, for the donation of a ticket and a toy. The list of participants will be presented to the Historic Society, to be permanently recorded in the annals of Valencia County History.

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Tammy & Robert Pacinelli

861-1353

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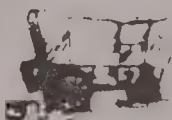
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Francesco Lopriato

Staff Writer
I. B. Leave

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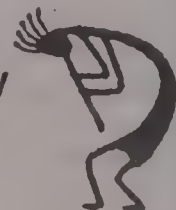
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Just call Robert and Tammy to schedule an appointment, and take advantage of their coupon on the front cover of The Merchant Trader. You'll love them and their work!



NEIGHBORHOOD WATCH PROGRAM

The Neighborhood Watch Program, under the leadership of Detective Sergeant Gilbert Zamora, seeks to preserve the atmosphere that makes Belen unique. A place you want to spend your life calling home.

Neighbors must depend on neighbors to survive. The day we stop watching the house next door, when we know that the family is away, we cease being a community.

A Watch Program consists of as many neighbors as are willing to participate, meeting at someone's home, or a park or even the Recreation Center.

Each resident is given a packet of information which contains such forms as, description sheets for suspects and vehicles, an inventory form to record personal property, and a self-protection form among many other things. Det. Sgt. Zamora explains various information such as how the 911 phone system works, to tips on home security. Each Watch Group selects a "Block Captain" who acts as a liaison between police and the Watch Group.

After the initial meeting, Neighborhood Watch signs are ordered & installed in your neighborhood, which are paid for by the city of Belen. There is no cost to residents for the Neighborhood Watch Program or for the signs. It is simply one of the many programs the Belen Police Dept. and the City of Belen does for the community. The greatest enemy to our neighborhoods are silence and indifference. **GET INVOLVED!**

To form N.W.P.'s and take back your community contact Det. Sgt. Zamora or Ass't. Chief Larry Gallegos at Belen P.D. 864-4403



RESERVE OFFICER PROGRAM

The Reserve Officer Program is being supervised and coordinated by Corporal E. James Martinez. He explains the program like this:

There are three levels of Reserve Officers. The **THIRD LEVEL**, consists of an 80 hour training period including weapons and baton training. Third Level Reserves are plain clothes men baring a cloth patch identifying them as a Reserve. They will write reports not requiring a police citation.

A **SECOND LEVEL RESERVE** is a uniformed reserve. They will be utilized in Special Events, such as parades and fiestas and may include the transporting of prisoners. They will also bare a cloth patch identifying them as a Reserve Officer. This level requires 160 hours of training.

The **FIRST LEVEL RESERVE** is uniformed and armed and requires 320 hours of training. This is the same training that is required for a regular officer. He's a second pair of eyes for an officer. Commissioned officers can be selected at level one upon Academy Certification.

Who can be a Reserve Officer? Any concerned citizen who does not have a felony conviction or a DWI. Applications can be picked up at the Belen Police Department or call Corporal Martinez at 864-4403.

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"MAKING A DIFFERENCE IN VALENCIA COUNTY"

"I will introduce legislation that will give a tax credit to neighbors that create a Neighborhood Watch Program."

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29 years in Law Enforcement, Five terms as Valencia County Sheriff, Under Sheriff, Valencia & Socorro County, Deputy, Torrance & Bernalillo County, Patrolman, Socorro, Assistant Chief, Belen Police Department. Married, to wife Carol with two daughters, Lauren & Lisa. Son-in-Law, Mike Thompson and Granddaughter, Jessi.



Police Secretaries
L-R: Ilona Romero, Michelle Lovato and
Tanya Baldonado. (Not Shown) Beatriz Mc Kay



Belen Police Department
503 Becker Avenue



"JESUS IS THE ANSWER"



**Pastor
Boyd Morerod**
Police Chaplin

**Pastor of 1st Baptist
Church of Los Chavez.
20 yrs. Married 28 yrs.
3 sons - Previously
Chaplin of V.C.
Sheriff's Dept.
Hobby: Mechanics**



Larry Gallegos
Assistant Chief

With Belen P. D. since 1985.
Graduate of Northwestern
University of Illinois, "Police
Staff & Command School"
Married, 4 children: Jason,
Christopher, Jessica and
Krystal. YAFL, Basketball
and Little League Coach.



★ SALUTING BELEN



Gilbert Zamora
Detective Sergeant
Neighborhood Watch
Co-Ordinator

12 yrs. Total Police Experience.
5 yrs. with Belen P.D.
Enjoys working with the public, firearms, ASP Baton, and verbal Judo instructor.



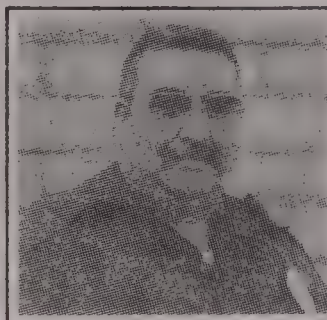
Placido Gonzales
Sergeant

5.5 yrs. with Belen P.D.
Married, 3 children.
Enjoys helping the public and is one of Belen's
KEEPERS OF THE NIGHT.



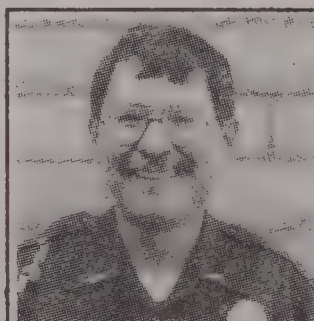
John Gordon
Detective

7.5 yrs. Total Law Enforcement Experience. 3.5 yrs. with Belen P.D.
U.S. Army Veteran.
Enjoys hunting, fishing and classic muscle cars.



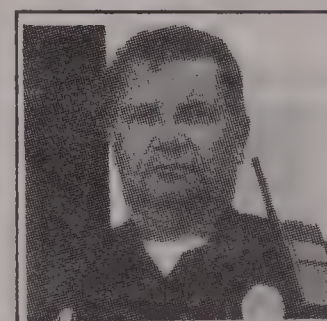
Roy Gonzales
Sergeant

Has been a Crime Fighter for 10 yrs.
Currently teaches the **D.A.R.E. Program**
Enjoys all sports!



Raymond M. Jaramillo, Sr.
Lieutenant

15 yrs. with Belen P.D.
F.B.I. National Academy Graduate.
Baseball & Basketball Coach, 4-H Project Leader & 4-H shooting sports instructor.



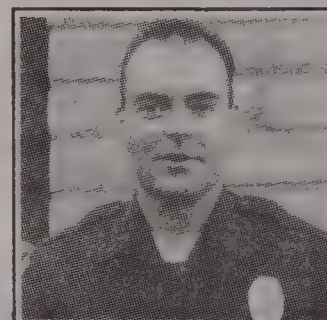
E. James Martinez
Corporal
Reserve Co-Ordinator

5 yrs with Belen P.D.
Fire fighter / Rescue.
30 yrs. USMC. Married, 4 children, 4 grandchildren
Likes hunting, fishing, hiking, repelling and trap shooting.



Ron Lewis
Lieutenant

18 yrs with Belen P. D.
28 yrs. Total Law Enforcement Experience.
Hunter, Target Shooter and Soldier of Fortune.



Tim P. Frazier
Corporal

1.5 yrs. with Department.
Previously Law Enforcement Specialist with USAF.
Native of Chicago.
Desert Storm Veteran.
Hobbies are weightlifting, firearms, classic vehicles, computers and music



Mike Chavez
Sergeant

In Law Enforcement since 1987.
Belen Police Department employee 3 yrs.
Married 10 yrs.
2 boys and 1 girl.
Hobbies: Fishing and hunting.



Daniel C. Robb
Corporal

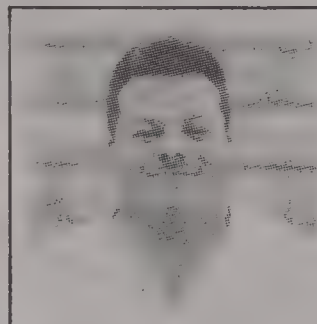
U.S. Army Veteran with the Department 4 yrs.
Single, no children
Hobbies are exercising and computers.

'S "BEST IN BLUE" ★



Martin S. Loo
Patrolman

Employed with the Belen Police Department for 8 1/2 yrs. Married to Mary Ann and has two kids: Matthew, 7yrs. and Miranda 5 yrs.



Andrew Smith
Patrolman

Started as animal control officer, always wanted to be police officer. enjoy my two kids, Brandon & Ryan. Hope to be able to serve Belen as best I can. Would like to see a decrease in crimes and gang activity.



Pat Gallegos
Patrolman

Police Officer for 6 yrs. Lifelong resident of Belen. Has one son, Charles Patrick 2 yrs. old. Hobbies: ATV Riding and hunting



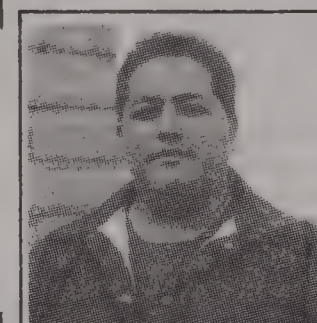
Danny Galvan
Patrolman

Enjoys Law Enforcement and coaching his two kids: Daniel & Nicole. 11 yrs. with Corrections Department.



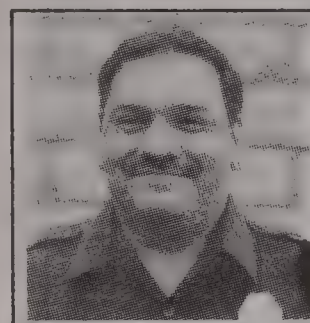
Scott R. Julian
Patrolman

Resident of Belen for 15 yrs. 3 yrs. in Law Enforcement. Married, two children, 10 and 9 yrs. Would like to see stricter laws for juveniles.



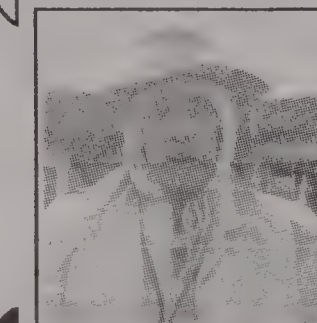
Steve M. Griego
Patrolman

7 1/2 yrs. Bernalillo County Detention Center. Hobbies: Softball, bowling, old cars and trucks.



Mike M. Soto
Patrolman

Worked for Belen Police Dept. 1979-1984, left as Acting Chief and went to work in Nevada. Returned to Belen June 1996.



Jesse G. Lozano
Crossing Guard

Crossing Guard at Jaramillo Central since Sept. 1990. Married 28 yrs. Loves Children and likes to keep them happy



Chris Pino
Patrolman

Born and raised in Belen. 3 yrs. total Law Enforcement. Graduate from UNM Gallup Criminal Justice Dept. Striving for decrease in Gang Activity.

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Viva Belen Gold & Silver Exchange

A black and white photograph of a classroom. A male teacher stands at the front, facing a group of students seated at desks. A chalkboard is visible in the background.

Mrs. Rutz's ★ 5th Grade



D.A.R.E. Drugs Are Roy's Enemy

The Drug Abuse Resistant Education Program, (D.A.R.E.), operates on a Federal Grant issued by the State of New Mexico.

In Belen it is synonymous with "Sgt Roy." If you attend any meeting at all in Belen, be it PTA, church or civic club, you already know him. He has left no stone unturned to, successfully prevent substance abuse, stemming an ever present epidemic, wherever he discovers a possible breeding ground for abuse, such as schools.

Sgt. Roy is as familiar as pencils, books, and paper wherever children gathered, especially at schools. His visual aids and off-the-hip advice reflect his dedication to his anti-drug job. His strongest tools are building self-esteem and counter-acting negative peer pressure.

In early 1990, Sgt. Roy Gonzales, then a patrolman, proved his efforts successful in negotiating with local gang members to end the graffiti problem at Del Rio Plaza. The gang members said of Sgt. Roy, "Gonzales earned our respect. He really cares. He grew up in the hood. He's friends with us."

Part of Sgt. Roy's job is to be available to speak at various public organizations. If you would like to invite him to one of your gatherings, call him at 864-4403.

**Remember what Sgt Roy always says,
"Don't be a follower, be a Leader!"**

TOYS FROM COPS TO TOTS



Where but in Belen, is the spirit of international brotherhood and cooperation as prevalent? It isn't just at holiday time, but throughout the year. At Christmas time, however, the town really lives up to its name. It is at this time that residents, churches, Human Services and police join hands with merchants and civic organizations to bring a little joy into the lives of those very special people, the children.

The Belen Toys from Cops to Tots Program, not to be confused with the Marine program of a similar name, is concerned with needy kids in the Belen area. The department will kick off the program by selling tickets for the Policeman's Ball and receiving toys at the Police Department. Churches, social workers and civic organizations will supply names and addresses of worthy recipients for the Police. The staff wraps each donated gift and police officers personally deliver gifts to children at their homes, on Christmas Eve or on Christmas Day. It gives kids a whole new image of what a police officer does.

The Belen Police Department is spearheading the drive by asking everyone to open their hearts to a needy child and pick up one extra gift when they shop for their children this year. You can also help by making a financial donation to the program. For further information call the Belen Police Dept. at 864-4403.

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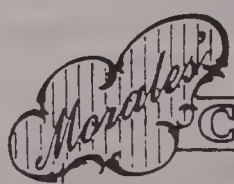
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The Merchant Trader would like to acknowledge the following people for their cooperation in putting this issue together. Without each of you, something would have been missing! Your help, is sincerely appreciated.

Mrs. Wright, *Principal*, Rio Grande Elementary
Mrs. Castillo & 6th Grade Class
Mrs. Rutz & 5th Grade Class
Mrs. Scarsborough & 5th Grade Class
Mr. Wulf & 6th Grade Class
LAWrence Romero,
Chief-of-Police, Belen Police Dept.
Carol Romero
Ilona Romero, B.P.D.
Gilbert Zamora, B.P.D.
E. James Martinez, B.P.D.
Ray Jaramillo, B.P.D.
Theresa Zamora

Thank You

Thank You!

★★
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 ★★



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6TH ANNUAL BENEFIT AUCTION

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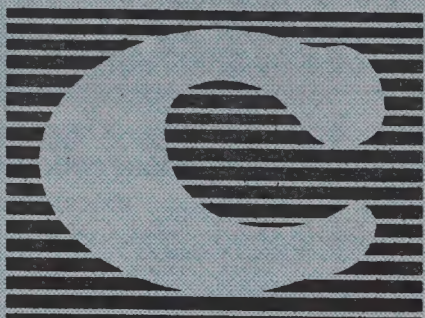
522 E. Reinken • 864-1420

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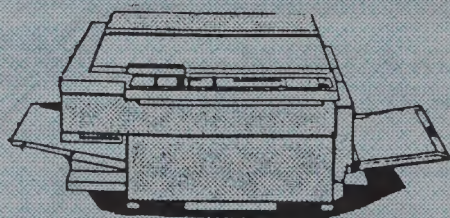
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